Course Syllabus

IMED 2313 Project Analysis and Design (3)
Application of the planning and production processes for digital media projects. Emphasis on copyright and other legal issues, content design and production management. (2 Lec., 4 Lab.)

Workforce Skill Standards: The Web Design and Development program is Texas Skills Standards compliant with the Web Development and Administration skill cluster. This course is a part of this curriculum. Taken through Brookhaven College, this course meets key activities as determined by professionals in the various fields of web design, development and administration. The workforce key activities this course addresses are referenced within the learning outcomes. To learn more about the Texas Skill Standards, visit the website: www.tssb.org

Objectives: The objective of this class is to develop a web site project plan for a client from the planning phase through design of a prototype utilizing all of the web design and development skills learned throughout the Web Design and Development curriculum.

Overview: Students will work together in teams to develop the design and project plan for a Web site for a client. Ideally, this will be an actual web site for use by a real non-profit organization. This course is designed to feed into INEW 2430 – Comprehensive Software Project where the website will be built. Students will be assigned roles as designers and developers and will work with a client to determine the requirements for the website and create the design specifications for the site. This is a fast-track course that will be completed in 8 weeks.

Instructor Information:
Instructor: Patti Burks
Phone: 972-860-4329 (Office)
E-Mail: pburks@dcccd.edu
Office: K104 on the Brookhaven campus

Textbook:
- There is no required textbook for this course. The instructor will provide lesson materials as needed.

Learning Outcomes:
Successful completion of this course will enable the student to:
(Texas Skill Standards key activities are referenced)
- Analyze client's needs to determine a solution
- Develop a comprehensive design document that includes target audience analysis, budget, purpose, goals and objectives, content outline, flow chart, and storyboard
Develop studio skills that include the preliminary design process
Work with standard graphics applications to create web page components
Design client centered websites using professional workflow techniques
Gather data to identify customer requirements and capacity (A1)
Define scope of work (A2)
Prepare a creative brief for web site design
Prepare and present functional and technical specifications (A3)
Formulate a proposal and contract for web site design
Prepare preliminary application (A4)
Create and refine preliminary design or mockup (A5)
Review technical considerations and constraints (A6)
Develop project plan (A7)
Create wireframe storyboards for information design
Develop site map application models and user interface specifications (B1)
Target specific audience through visual communication
Choose a site plan (B2)
Produce client-centered projects within a specified time frame
Research content and information architecture (C1)
Develop and present concept alternatives (C3)
Create or adapt content (C4)
Produce graphics, layout elements and applicable code (C5)
Update content (C6)
Plan rollout (D1)
Hand off to customer or user (D3)
Demonstrate time management skills, adhering to all deadlines for assignments, tests, and projects
Develop critical skills and utilize effective verbal communication skills through the critique process

Course Outline:

- Week 1: Orientation, Syllabus; Process overview, Team building
- Weeks 2-3: Meet with client, gather requirements, prepare requirements document
- Week 4: Project 1: Project requirements document presented to client
- Weeks 5-6: Design prototype
- Week 7: Project 2: Prototype presented to client, gather additional requirements and changes
- Week 8: Project 3: Develop project plan for website construction.

GRADING PROCEDURES

You will accumulate course points for work done as follows:
<table>
<thead>
<tr>
<th>Component</th>
<th>Maximum Points</th>
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<tbody>
<tr>
<td>Requirements Document</td>
<td>200</td>
</tr>
<tr>
<td>Website Prototype</td>
<td>300</td>
</tr>
<tr>
<td>Project Plan</td>
<td>200</td>
</tr>
<tr>
<td>Participation</td>
<td>100</td>
</tr>
<tr>
<td>Teamwork / Peer Review</td>
<td>100</td>
</tr>
<tr>
<td>Client Feedback</td>
<td>100</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>1000</strong></td>
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</tbody>
</table>

Your final course grade will be determined as shown:

<table>
<thead>
<tr>
<th>Points Earned</th>
<th>Final Grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>900-1000</td>
<td>A</td>
</tr>
<tr>
<td>800-899</td>
<td>B</td>
</tr>
<tr>
<td>700-799</td>
<td>C</td>
</tr>
<tr>
<td>600-699</td>
<td>D</td>
</tr>
<tr>
<td>000-599</td>
<td>F</td>
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</tbody>
</table>

**Late Points**
A late penalty of 5 points per week will be assessed on any assignment that is turned in late. Late work will not be accepted after 1 month from the due date or after the last class day.

**College Policies**

College wide policies can be viewed in the [Syllabus Addendum](http://www.brookhavencollege.edu/about/vpi/Pages/Syllabus-Addendum.aspx)